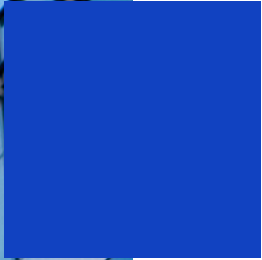
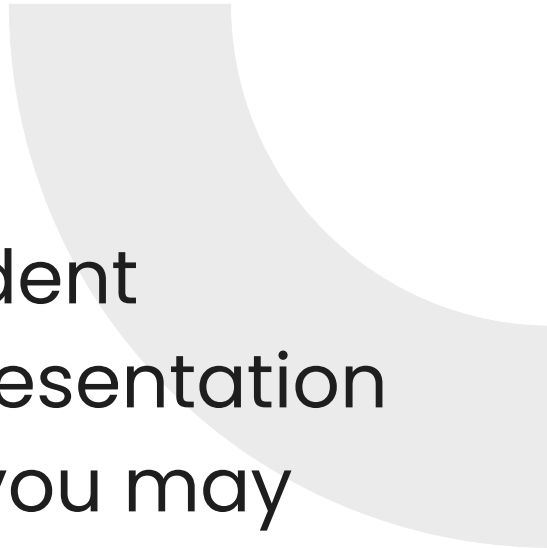


MQ Consulting and Training

■ Independent Consultant ■ www.musabconsulting.com



Overview



Welcome! I'm Musab Qureshi (MQ!); an independent consultant from the United Kingdom (UK); this presentation explains the **Services** and **Training** that I offer – you may navigate as per the below:

- Slide # 03 – About Me
- Slide # 05 – Mindmap Overview
- Slide # 06 – My Services (high level)
- Slide # 07 – My Training (high level)
- Slide # 09 – Benefits of Working with Me!
- Slide # 10 – My Services (details)
- Slide # 16 – My Training (details)

About
ME

03

[Click Here](#)
to view my
profile online

[Click Here](#)
to download a
PDF copy of this
cv/resumé

MUSAB QURESHI – Consultant

Email: mail@musab.co.uk | Work Profile: [click here](#) | WhatsApp/Mobile: [+44 7857 709 573](tel:+447857709573) | UK/British Citizen

Open to Contract/Freelance and also Permanent where suitable – If you may please may you **SHARE MY CV** with trusted people
This is my CV Summary on a Page! Based on your active role; I will send the relevant full CV – Thank you

ACADEMIC QUALIFICATIONS:

- PG Cert. Strategic IT Management – University of Derby (2012)
- BSc Computer Science – Anglia Ruskin University (1997)

PROFESSIONAL CERTIFICATIONS & PROFESSIONAL MEMBERSHIPS:

- Foundation Certificate in Business Analysis – British Computer Society
- Certified PRINCE2 Foundation – AXELOS/PeopleCert
- Certified Six Sigma Black Belt (CSSBB) – Reed Training UK
- Certified ITIL 4 Managing Professional (MPT) – AXELOS/PeopleCert
- Certified ITIL V3 Expert (Lilac badge) – APMG International
- ISO/IEC 20000 Practitioner (Consultant level) – APMG International
- Foundation EU General Data Protection Regulation (GDPR) – IBITGQ
- TOGAF 9 Enterprise Architect – The Open Group

- AI Essentials – The University of Oxford - [here](#)
- Product Management: An Introduction – IBM - [here](#)
- Project Management: University of California, Irvine - [here](#)
- Foundations of User Experience (UX) Design – Google - [here](#)

- University of Cambridge Computer Society

APPLICATION EXPOSURE:

I have had fair exposure to the following applications: Anthropic Claude, Google Gemini, Microsoft CoPilot, xAI Grok, Meta AI, DeepSeek AI, Perplexity AI, Microsoft Office 365, Microsoft Visio, Microsoft Project, Microsoft SharePoint, IBM Business Process Manager, Sparx Systems EA Architect, Figma, Microsoft Power BI, HP OpenView, ORACLE NetSuite, Software AG ARIS, BMC Remedy, CA Service Desk Manager, ServiceNow, JIRA, Confluence, SAP CRM, SAP PO, SAP BW, Liferay, WCC Elise, VMWare, Riverbed, F5, EMC, CiscoWorks, CA Unicenter + many more; I pickup new applications as needed at lightning speed (part and parcel of being a consultant!); one of my posts on experience is [here](#).

PUBLICATIONS (SNAPSHOT):

- Author of numerous publications on AI; e.g. The AI Maturity Assessment Toolkit – Amazon US/Global; [here](#) and Amazon UK - [here](#)
- 100+ books published across multiple platforms; some are on Amazon.com [here](#) and Amazon.co.uk [here](#)
- Grok – Amazon US [here](#), Amazon UK [here](#) + many other AI publications
- A couple of my publications on the UK Government's Digital Service (GDS); Amazon UK [here](#) and on one of my blogs [here](#).
- My course on ChatGPT; [here](#)
- My book related to Project Management; [here](#) & on Scrum [here](#)
- IT Strategic Planning Toolkit (HDI, 2011); [here](#)
- Reviving Problem Management ~ 3 Tips [here](#)
- Designing and Transforming IT Organisations (my name on pp8); sample [here](#) and purchase [here](#) [read [here](#) why this is amazing]
- Service Level Management and the Service Level (my name on pp8; sample [here](#) and purchase [here](#)
- Quick video; A Practical View on Business Analysis [here](#)
- 7 Tips for ITSM Consultants (HDI, 2017) [Author] - <http://ubm.io/2skSdUm>
- IT Service Catalogue Toolkit (EMA, 2005) [Author] - Was on slminfo.org which belonged to enterprisemanagement.com on their homepage for over a year as the main homepage article – [here](#); read the PDF [here](#)
- How to start a BPM Project (quick video) [here](#)
- ARIS BPM (quick video); [here](#)
- Customer Experience Improvement (quick video) [here](#)
- Exemplar Blogs @ <http://musabatwork.blogspot.com> (new) and <http://musabq.blogspot.com> (old)
- Quick video; A Practical View on Business Analysis; [here](#)
- Nice to see some of my publications available with Waterstones; [here](#)
- Also with Blackwells - the UK's most prestigious publisher of academic books; [here](#)
- 100+ and growing number of books across multiple platforms ([here](#)) covering AI, Business Process Improvement, Digital Transformation, Product Management, CX, TOM Development, ChatGPT, Industry Sector Overviews, Strategic Planning and many more work topics related to my work, experience, skillset and areas of interest!

AREAS OF EXPERIENCE & SKILL (WHERE I WORK/HAVE WORKED):

- AI - ChatGPT, prompt engineering + related
- Business process framework, process improvement, maturity assessment + related
- ITIL/ITSM - processes/practices, maturity assessment, requirement capture, SIAM, tool automation, service desk + related
- Business analysis, testing + related
- Product management + related
- Digital transformation + related
- Strategic planning, Balanced scorecard, Budgeting, KPIs + related
- Business change, OCM + related
- Audit, risk assessment + related
- CX, Customer Journey Mapping (CJM), improvement + related
- UX/UI, UCD, Service Design, the GDS + related
- Project management + related
- Contract, supplier management, presales work, bid preparation, bid assessment + related
- ISO certification, the QMS, policies, procedures + related
- Documentation, writing + related

Due to my flexible approach and the nature of past projects; I've gained experience across multiple areas; also my skills are transferable (for the "right" role).

TRAINING ATTENDED (SNAPSHOT):

- Six Sigma Black Belt
- Power Messaging (Corporate Visions, Inc)
- Finance for Non-Financial Managers (ILX)
- Developing the Balanced Scorecard (Palladium)
- PRINCE2 Project Management + 50+ more!

WORK EXPERIENCE:

Have worked in the United Kingdom, Saudi Arabia, Switzerland, Norway and the UAE/Dubai for numerous organisations (gaps were used for myself and family):

- AICC** - www.al-ayuni.com – KSA (2025); Target Operating Model (TOM); advised, Functional Mandates; authored, Business Process; advised – then took time offline to author 100+ books...
- BAE Systems** - www.baesystems.com – KSA (2023-2024); SharePoint Migration; advisory and coordinated, obsolescence analysis...
- National Grid** - www.nationalgrid.com – UK (2022); Separation project with suite of SAP suite of applications, requirement capture...
- MHRA** - www.mhra.gov.uk – UK (2021-2022); Process enhancement, ITIL/ITSM, ServiceNow, requirement capture...
- stc** – www.stc.com.sa – KSA (2019-2020); Established the Service Management Office (SMO) blueprint, authored key processes, gained approval...
- Home Office** – UK (2018-2019); <https://www.gov.uk/government/organisations/home-office> - process development, ITIL/ITSM, knowledge transfer, documentation...
- The Open University + Manchester University** – UK (2017-2018); (www.open.ac.uk + www.manchester.ac.uk) - ITIL/ITSM, Customer Journey capture, process improvement, BPMN 2.0, workshops, presentations...
- vy.no** – www.vy.no – Norway (2016-2017); Separation project; ITIL/ITSM, Service Catalog, process enhancement, UAT, knowledge transfer...
- Pink Elephant** (www.pinkelephant.com) – KSA (2012-2014) working for the **Mol** (www.moi.gov.sa); process enhancement, ITIL/ITSM, IT service desk...
- Deloitte** (www.deloitte.com) – KSA (2011-2012) working for the eGovernment Programme (<https://yesser.gov.sa/en>) with development + agreed ITIL/ITSM delivery
- Mobily** (www.mobily.com.sa) – KSA (2007-2011); Strategic Planning, Balanced Scorecard, Budgeting, Process Enhancement, Vendor Tracking...
- du** (www.du.ae) – UAE (2006-2007); Launch of Service Desk, SLA reporting, tool automation...
- CSC** (www.csc.com) for the **Mol** (www.moi.gov.sa) and with **SEC** (www.se.com.sa) – KSA (2001-2006); Documenting the largest WAN in the Middle East, Service Catalogue, RFPs, documentation...
- Redfig and tesco** (www.tesco.com) – UK (2000-2001); Business and technical documentation, presentations...
- Telesma** (was acquired by www.ranstad.co.uk) – UK (1997-2000); Network manager, user support, hands on technology role.

About
ME

04



Home Office



Medicines &
Healthcare products
Regulatory Agency

Deloitte.



nationalgrid



BAE SYSTEMS



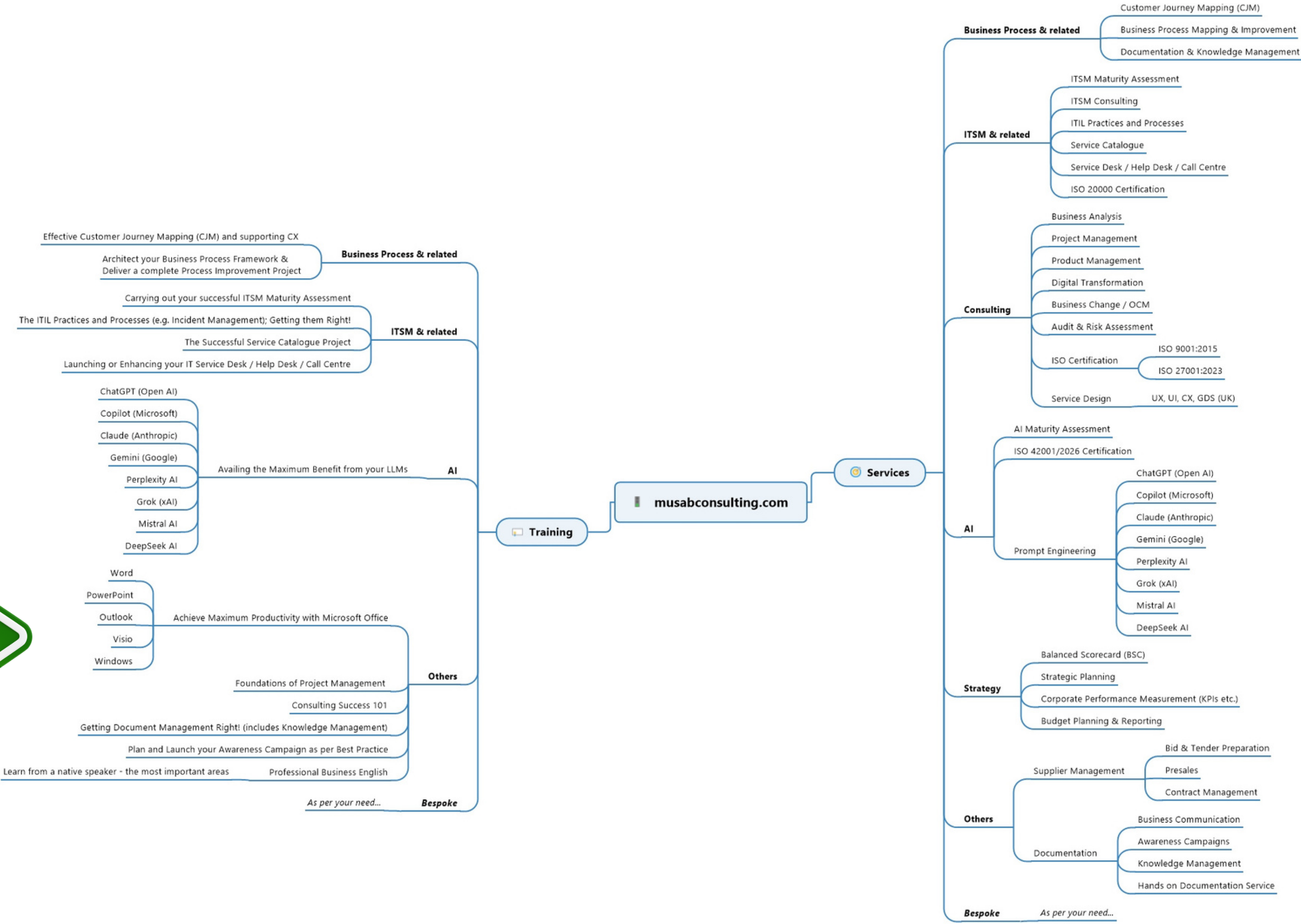
The Open
University



KEY HIGHLIGHTS:

- Family man with 5 children
- Flexible, Focussed, Solution Oriented
- Easy to work with and simple contract terms
- We can work directly (no middle parties); reduced cost and no red tape – or whichever setup that you advise is best
- All inclusive, fixed daily billing – zero stress on your side
- I will wear the “hat” you need from my side to support you and your organization’s success
- The services and training here are a guide; the final project scope will be agreed by discussion
- Noting that many of my course material packs are standard as well

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My Services

- **Business Process and related:** Process Enhancement, CJM, CX and related - [Click Here](#)
- **ITSM and related:** ITSM Maturity Assessment, ITIL consulting, Service Catalog, IT Service Desk and related - [Click Here](#)
- **Consulting and related:** Business Analysis, Project Management, Digital Transformation, Business Change/OCM, Audit and Risk Assessment, ISO Certification, Service Design (UI, UX, GDS) - [Click Here](#)
- **AI and related:** The AI 360 Degree Maturity Assessment, ISO/IEC 42001/2026 Certification, Prompt Engineering - [Click Here](#)
- **Strategy and related:** Balanced Scorecard (BSC), Strategic Planning, Corporate Performance Measurement (KPIs & related), Budget Planning and Reporting - [Click Here](#)
- **Other Value Add Services:** Supplier Management, RFP documenting, Proposal documenting, Business Communications, Awareness Campaigns, Knowledge/Documentation Management etc. - [Click Here](#)

Note: The actual scope of work will be agreed to precisely meet your specific requirements



My Training - I

- **Business Process and related:** [Click Here](#)
 - Customer Journey Mapping (CJM)
 - Customer eXperience (CX)
- **ITSM and related:** [Click Here](#)
 - The ITSM Maturity Assessment
 - ITSM Practices (Incident Management etc.)
 - ITIL Service Catalog
 - IT Service Desk
- **AI (Artificial Intelligence):** [Click Here](#)
 - How to use ChatGPT, Claude, Copilot, Gemini etc. in the most effective way

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My Training - II

- **Other Courses:** [Click Here](#)

- Learn how to use Microsoft applications in the most proficient way (Word, PowerPoint, Outlook, Visio, Windows)
- Project Management Foundations
- Consulting Success – from "survive" to "thrive"
- KPI Framework – build and execute
- Document Management – manage it the right way
- Your Awareness Campaign – plan and execute as per best practice
- Professional Business English – master it!

Other Bespoke Training and Support: Get in touch! I may be able to even offer a helping hand with your training project.

08

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Benefits of working with me!

Flexible

We scope my work to exactly what you need

Working since
1997

– UK and Global experience

Ease of
Contract – my setup is as per how you need it

Value as I bring quality, focus and deliver first class

09

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My Services...

- **Business Process and related:** [Click Here](#)

Customer Journey Mapping (CJM)

- The "brown paper" exercise! In order to understand the big picture - working top-down; define the touchpoints, phases, personas, moments of truth, insights, data, metrics etc. for the current and planned CJM

Business Process Framework (BPF)

- This falls within the CJM scope but you may want this as an independent project
- Will include the overall process architecture/framework with the value chain at the top level, the end-to-end process flows, inputs/outputs, policies and metrics/SLAs, reporting, RACI and governance, business change/Organisational Change Management (OCM) etc. I can manage the project, work with your people and deliver this par excellence
- I can manage this as a project on your behalf as per the agreed scope

Process Capture and Improvement

- Part of the above; documenting your processes (As-Is and To-Be) as per the agreed method (a tool, e.g. ARIS) or even with Microsoft Visio if required
- Documenting the role, resources and responsibilities during and post-transition
- Sign off on the improvement initiatives
- Benchmarks (as an optional extra)
- Recommendation of the tool plus alignment (for workflow, sensible automation, RPA, AI etc.)

Documentation, Training, Tool Requirement Capture

- To scope the piece such that it meets all of your requirements for the engagement

We need a lateral and critical thinker who can critique our processes and what we're doing and give us a definitive roadmap for improvement...

The most vital skill we need today is for the expert to analyse our operations with a unique pair of eyes – to wear the customer “hat” – all of the consultants so far have been weak in this – we need someone very sharp this time...

All of our people are extremely busy – we need 1 person to own the entire project. Its vital they are collaborative. Business change and knowledge transfer must be in the plan and on the ground – from Day # 1...

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My Services...

• ITSM and related: [Click Here](#)

We have book memorisers by the bucket;
also those who are stuck in the
terminology; we need REAL ITIL –
someone with experience who can come
deliver tangible outcomes and results...

This person must be flexible –
we need help in a lot of places
over time – they should not be
rigid – there's important
work to be done!

We need an ITSM maturity
assessment that is accurate
and provides us a clear,
measurable roadmap fully
aligned with ITIL and ISO 20000

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ITSM ITSM/ITIL 360 Degree Maturity Assessment:

- Comprehensive best practice based evaluation of your capabilities covering the entire ITSM scope
- As-Is, To-Be with Gap Analysis and Business Case based Recommendations
- Implementation Roadmap and Plan

ITSM Consulting:

- Bespoke agreed delivery covering any and every part of ITSM, e.g. proposal writing, process/practice enhancement, SIAM model design, training, building your ITSM reporting framework, AI for ITSM, training, project management etc. Basically any area within ITSM I can help; I'm ready

Process and Practice Development & Implementation:

- Don't just be aligned with ITIL best practice on paper - make it real with your people, tool, documentation and SLAs
- I have worked for example with *Incident Management* on projects at the government/national level - I bring significant and immense value to your organisation

Service Catalogue:

- From scratch or to enhance an existing one - I have worked on many such projects. We can look at service costing, benchmarks and how to implement this best within your environment

IT Service Desk:

- The "ambassador" of all of IT one might say! I will assess your Service Desk (SD), sit with your people and transform it into a SD that wins awards!

ISO 20000 Certification:

- A very beneficial piece - I can own this entire piece for you with parallel knowledge transfer and empowerment to your people - a win-win

SIAM:

- Analyse your ITSM operating model and align it with best practice, guide your people and ensure its done right

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My Services...

• Consulting: [Click Here](#)

We have SMEs - we need someone who can be a "glue" between these stakeholders...

Our people are busy and we need to be ready for our next audit; we need an experienced, mature person to ensure everything is addressed and that we're ready for the auditor...

The business communications plan and messages all need to be ready and approved before project start...

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Business Analysis:

- Once I was asked "What is a BA" - my response was "What it NOT a BA?!" - hence this piece I would scope with you - what exactly do you need a BA for? And if I have that skill/experience; then we are good to go

Project Management (PM):

- Assume PM duties on your behalf; either as a sole project manager or as part of your team; whether waterfall, agile, hybrid or whichever you have employed in your company

Product Management:

- Whether greenfield or beyond - to develop and enhance your function's Product Management capabilities
- Wearing the hat you need from me to support your delivery

Digital Transformation (DT):

- Much of DT is covered across other services here - hence with DT for me to see what you have and assume my required role (will vary for greenfield vs more mature)

Business Change / OCM:

- Its part of all of my work; however you may need this as an explicit deliverable; can cover the strategy and plan, stakeholder analysis, impact assessment, the training and communications/awareness plan, reporting etc. I will deliver what's needed for your function, project or organisation

Audit and Risk Assessment:

- Advisory to build or enhance your Risk Register (can be aligned with ISO 31000 guidance)
- Hands on support for your audits

ISO Certification:

- A number of ISO standards have already been mentioned; I can also help you with the below - manage the project until successful completion:
 - ISO 9001:2015
 - ISO 27001:2023
 - *Others to be added gradually*

Service Design:

- UX, UI, GDS (UK) - user research and service design - we scope this piece according to your specific project need

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My Services...

- **AI: [Click Here](#)**

The AI 360 Degree Maturity Assessment:

- One of my publications on AI maturity assessment is on Amazon US [here](#) and Amazon UK [here](#)
 - However I will scope the framework aligned to your organisation/project scope; carry out the assessment, gap analysis, capture both the As-Is and To-Be, propose initiatives (and business cases if required), define the Target Operating Model (TOM) if required - I will own this piece on your behalf as per our agreed scope

ISO/IEC 42001/2026 Certification:

- Successfully achieve this (I have been working with ISO standards since April 2001)
- I will own this on your behalf to closure whilst empowering your people to manage it longer term

Prompt Engineering:

- Train/work with your people to ensure they understand how to use LLMs properly as it pertains to their specific day-to-day work; I currently focus on the below:
 - Open AI - ChatGPT
 - xAI - Grok
 - Anthropic - Claude
 - Copilot - Microsoft
 - Google - Gemini
 - Perplexity AI
 - Mistral AI
 - DeepSeek AI

13

Minus the hype, we need an AI assessment for our organisation, our industry - we need relevant benchmarks. We are not interested in technical jargon - more about the business impact...

ISO certification isn't about the certificate for us - we want the underlying processes and governance in place and it must be part of our continuous improvement...

All of our staff are using ChatGPT - but we need
(1) A general training for our entire company, and
(2) Specific study of our departments and advice on how they can avail this tool for maximum benefit

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My Services...

- **Strategy:** [Click Here](#)

Let's build our BSC across the entire organisation following the Norton and Kaplan method...

Our strategy is great – but how do we operationalise this in an optimal way?
And how do we keep the strategy relevant when business change happens?

We need 1 standard approach to our KPIs, we need benchmarks as well – most of our reports are cosmetic and lacking foundation...

#14

Balanced Scorecard (BSC):

- I will define your strategy map, cascade this across the key functions, agree the objectives (bubbles), architect the most appropriate KPIs with targets and cadence, plan and propose the initiatives, advise of roles/ownership so that you do this right and achieve the maximum benefit from this effort

Strategic Planning:

- Either using the BSC method or other agreed methods to formulate your strategy, define the initiatives and reports and drive this with your people on the ground

Corporate Performance Measurement (KPIs & related):

- KPIs (also OKRs etc.) give management the dashboards they need - they also are used to ensure focus and drive the required actions and behaviour of your people; along with my bringing industry benchmarks where needed; I will develop a complete, integrated and "real" performance framework for your organisation or function

Budget Planning and Reporting:

- A simplified approach to the forecast planning along with variation reports so that you can manage your OPEX, CAPEX and projects in the correct and best way

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My Services...

- **Other Services:** [Click Here](#)

We need someone to stay with us from initial contract acceptance until the project is in full flight – to ensure all of the clauses are logged, planned for and properly communicated to our people...

Image is everything...
– no AI slop please
– we need a native, creative English writer...
To ensure our messages are world class...

Documents are our lifeblood – but its all a big mess...
We need an expert to make this standard, easy-to-use and ensure we can find what we need easily...
Give us the templates, structure, train our people, governance – everything...

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Supplier Management:

- Bid/Tender and RFP Preparation
- Presales
- Contract Management
- *Basically I will support your work at any stage of the procurement or contracting process*

Documentation:

- Business Communication:
 - Can help build your Corporate Communications Strategy - as well as being a retained advisory with the ongoing day-to-day implementation and messages
- Awareness Campaigns:
 - I will plan and deliver your campaign - can be focussed e.g. InfoSec or general
- Knowledge Management (KM)
 - Ensure information is cared for as per best practice
 - Can be aligned with ISO 30401
 - Build the KM Strategy and implement across your organisation
- Hands-on-Help with Documentation:
 - Organisation, Project and Technology Documentation

Other Services:

- Can be discussed as per your organisation and business need at the time

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My Training...

- **Main Page:** [Click Here](#)

Empower Your Workforce Today

Knowledge transfer is part of all of my project delivery as a Consultant. Here we present training courses that you can explicitly request for your people – noting:

- I have trained over 1,000 professionals during my career
- Please contact me for available dates
- Delivery can be either via Microsoft Teams or onsite
- They can be full time or part time (if there are sufficient people)
- All of my course come with a digital, professional **Certificate of Completion**
- I offer a bespoke training option where I develop material that you need made for a specific need
- My training as you will find will be from the most beneficial that is available on the market – aligned with best practice
- There is ample opportunity to ask questions and also to bring real world challenges into the session
- My main work is in Consulting; training is generally only available when I am not engaged

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My Training...

- **Business Process & related:** [Click Here](#)

We need a “practitioner” more than a “trainer” – if that makes sense!!

We need some bespoke training material put together very fast – the decks, notes and some screen recordings – for a business critical project – must have ASAP!

The trainer should align everything with the delegates – their background and their expectations...

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Business Process Mapping (BPM):

- For those new to BPM, we will cover everything you need to know to be able to independently map end-to-end business processes for your organisation
- We will look at how to architect your BPM framework (taxonomy)
- Study of process improvement methods
- Comparison of market tools and a look at process automation
- Reporting
- How to plan BPM projects
- The impact of AI on BPM
- Business change

Customer Journey Mapping (CJM):

- Defining the CJM phases and components
- Fitting the process framework into this
- Explaining **Customer eXperience (CX)** and how the CJM fits within this

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My Training...

- ITSM & related: [Click Here](#)

ITSM Maturity Assessment:

- Learn how to do it the right way so that it becomes a barometer and reference for years to come

ITIL Practices:

- Starting with *Incident Management* - become proficient with 15 of the most common understanding how to implement, report, assign roles and responsibilities, KPIs and everything you need to know to make this practice a success in your organisation

Service Catalogue:

- Ensure you develop or improve this in alignment with best practice
- Understand the value of this tool via implementation

Service Desk / Call Centres:

- Greenfield setups - getting them right
- Mature setups - how to improve them

18

Sadly we achieved maximum 5% of the real value of ITIL - because it was driven by the tool vendor - please build this ship for us the right way... Don't change our tool - just align our ITSM the right way...

We want to put chargeback in place between every single department - a company-wide service catalogue - come and make this happen for us in the correct and best manner...

Our support function sadly became a numbers game - the consultants were immature and didn't understand the word "experience" - please manage this because we know your work will be revolutionary for us and our organisation...

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My Training...

- **AI & related:** [Click Here](#)

We need a complete video course put together for our staff - we will send our requirements...

Only our IT people are interested in the technology - everyone else needs AI to just enhance their work - half of our people are have very basic technical skills - so be sure to gear the training such that it helps all of our people...

The trainer needs to be patient, explain well and ensure our people come away with all of their questions answered...

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Artificial Intelligence (AI):

- Avail the maximum benefit from AI via our comprehensive courses for:
 - Open AI - ChatGPT
 - xAI - Grok
 - Anthropic - Claude
 - Copilot - Microsoft
 - Google - Gemini
 - Perplexity AI
 - Mistral AI
 - DeepSeek AI

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My Training...

- **All Other Courses:** [Click Here](#)

All Other Courses

Microsoft Training

Gain proficiency with:

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Outlook
- Microsoft Visio
- Microsoft Windows

Other Courses:

- **Foundations of Project Management:** comprehensive course; everything important you need to know
- **Consulting Success:** How to go from "survive" to "thrive"
- **KPI framework:** Build and execute the "best" corporate performance measurement framework for your organisation
- **Document Management:** Linked to the service of Knowledge Management, guidance on how to manage your knowledge assets effectively
- **Your Awareness Campaign:** Best practice for maximum benefit
- **Professional Business English:** Effective spoken and written English for your day-to-day work

20

Microsoft Office is our main tool – yet our people are still slow and ineffective... Help our people to understand the power of these applications, the shortcuts to maximise their productivity...

The value from most consultants vanishes fast because of
(1) Poor documentation, and
(2) Poor knowledge transfer...

Please gear maximum focus on building our people; they will be carrying this weight after your project is over...

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Thank You!

Drop a message – let's agree and move swiftly ahead...



Contact & Info.

- Email: mail@musab.co.uk
- WhatsApp: +44 7857 709 573
- Web: www.musabconsulting.com